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## Outrigger is First Hospitality Company to Pursue Green Seal Certification in Hawai'i, Fiji and Mauritius

*The premier beach resort brand moves forward with prestigious sustainability certification process, being the first in Hawai'i as well as first outside the U.S. seeking the designation for its hotels and resorts*

**HONOLULU** – As part of its global ESG platform and a kickoff to Earth Day, [Outrigger Hospitality Group](#) announced today that it is moving forward with the [Green Seal](#) certification process at seven of its owned and/or managed properties in Hawai'i, as well as its beach resorts in Fiji and Mauritius. This comes on the heels of Outrigger being recognized by Hawai'i Green Business Program for exceptional environmental stewardship.



Outrigger is the first in the State of Hawai'i to commit to earning the prestigious Green Seal sustainability certification for its properties as well as the first hospitality brand to pursue the certification outside of the United States. Outrigger anticipates the properties being Green Seal certified before the end of 2022.

The 100% Green Seal designation will further solidify Outrigger's allegiance to meeting the highest standards of protecting the health and environment for its guests and hosts. For more than 30 years, the global non-profit Green Seal has helped to accelerate the market adoption of safer, more sustainable products and services. Its certification is based on a rigorous, independent evaluation of hotel features, operations and processes. To earn Green Seal certification, Outrigger's hotels and resorts must demonstrate that they:

- Protect human health and the environment by using housekeeping products that are free of toxic chemicals and low VOC (volatile organic compounds).
- Are committed to stewardship by having an environmental mission and purchasing policy.
- Conserve water through water-efficient landscaping and grounds-keeping measures and water-saving fixtures in guestrooms and public areas.
- Conserve energy with 100% energy-efficient lighting in all guestrooms and public areas and energy-efficient appliances and windows.
- Reduce waste by minimizing use of disposable food service items and seeking out reusable packaging and shipping pallets.

Green Seal certification is unique in its focus not just on environmental protection but also on health and indoor air quality. Achieving certification will validate that Outrigger properties create a wellness environment where guests and hosts can stay safe from allergy and asthma triggers and reduce their exposure to toxic chemicals.

“As the Outrigger brand continues to grow and evolve, we are acutely conscious of the opportunity to make a positive impact for our planet,” said Jeff Wagoner, president and CEO of Outrigger Hospitality Group. “Green Seal is the gold standard of global health and environmental leadership; Outrigger is proud to implement science-based standards at our hotels and resorts which raise the bar on sustainability.”

The 2021 Sustainable Travel Report by Booking.com affirmed that 83% of global travelers feel that sustainable travel is vital. When Outrigger earns Green Seal Certification, it will show up as “Eco-Certified” in Google Travel hotel search results – making it easier for consumers to find and book a certified Outrigger property.

Participating Hawai'i properties include: Outrigger Waikiki Beach Resort, Outrigger Reef Waikiki Beach Resort, Outrigger Kona Resort and Spa, Waikiki Beachcomber by Outrigger, Waikiki Malia by Outrigger, OHANA Waikiki East by Outrigger and Embassy Suites by Hilton Waikiki Beach Walk. Internationally, Outrigger Fiji Beach Resort, Castaway Island, Fiji Resort and Outrigger Mauritius Beach Resort are all moving forward with meeting the rigorous evaluation criteria to earn Green Seal certification.

This designation by Green Seal is aligned with Outrigger's larger ESG (environment, social and governance) plan and its global conservation initiative, Outrigger's ZONE ([OZONE](#)) which focuses on protecting our oceans and coral reefs. The OZONE platform is renowned for enriching guest experiences, but also has back-of-house goals of reducing energy, water and waste while working alongside like-minded local non-profit organizations. Outrigger is proud to be a pioneer for the planet. It was the first Hawai'i hospitality company to champion reef-safe sunscreen for its guests as a hands-on way to help our oceans thrive and to date has preserved, protected and planted more than 100 football fields of coral reef fronting its global resorts.

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#### **ABOUT OUTRIGGER HOSPITALITY GROUP**

For nearly 75 years, Outrigger Hotels and Resorts has charted a journey of discovery – expanding from Hawai'i to premier beach resort destinations including Fiji, Mauritius, Thailand and the Maldives. The privately held hospitality company invites guests to 'Escape Ordinary' with authentic Signature Experiences and the [Outrigger DISCOVERY loyalty program](#). Outrigger's multi-branded portfolio includes Outrigger® Resorts, OHANA Hotels by Outrigger®, Hawaii Vacation Condos by Outrigger®, Kapalua Villas Maui and Honua Kai Resort & Spa Maui while also managing select properties from top international hotel brands including Embassy Suites by Hilton®, Best Western® and Hilton Grand Vacations™. Find out more at [Outrigger.com](#) or visit @OutriggerResorts on [Facebook](#), [Instagram](#) and [Twitter](#).

#### **ABOUT GREEN SEAL**

Green Seal® is a global nonprofit organization with a mission to transform the economy for a healthier, greener world. Since 1989, Green Seal has applied rigorous standards for health, environmental sustainability, and product performance to its certification programs to empower better purchasing decisions. Today, the Green Seal certification mark is a universal symbol that a product or service meets the highest benchmark of health and environmental leadership. Visit [greenseal.org](#) or connect with Green Seal on [Facebook](#), [Twitter](#), and [LinkedIn](#).